

Farmers Mercantile Company

*A Good Place to Trade
A Good Place to Meet
Your Friends*

A CORDIAL INVITATION IS EXTENDED TO ALL OUR FRIENDS WHO DO BUSINESS AT OUR STORE TO CALL AND LOOK OVER WHAT WE HAVE FOR CHRISTMAS.

Farmers Mercantile Co.

MGR. JOHN WYATT

Wellsville

::

Utah

I wish to thank one and all of my Customers for their liberal patronage the past year and ask a continuance of the same the coming year for which I promise to give the very best Service, and Quality of Goods and Lowest Prices.

GIVE ANOTHER TRIAL

Andreasen Grocery

TRENTON,

::

UTAH

TRENTON And CORNISH

Grow Up With Your Town, If you would get a good start—these are good opportunities on the west side.

200 acres, 35 alfalfa, 50 acres in fall wheat, 50 acres pasture, good terms.

80 acres right near the factory at Trenton, pasture, hay and beets—

170 acres near the factory at Cornish, 20 acres across from Cornish factory.

Good Terms. Opportunities for men Starting.

L. H. DAINES
"Land Broker"

CHRISTMAS CLERKS

By KIN HUBBARD



"There's Too Many Haughty Princesses an' Serious-Faced Grouches Behind th' Counter These Days—Girls Who Expect t' Marry an' Young Men Who Hope t' Drop in t' Somethin' Better. As a Result, It's Gettin' t' Be an Ordeal Instead of a Pleasure t' Shop."

NOW that th' Christmas shoppin' season has begun in earnest th' most attractive holiday display a retail merchant kin make is a full line of attentive, pleasant faced clerks. In these days o' tight money, high prices an' sharp competition it is up to th' merchant t' see t' it that his clerks show th' prospective customer ever courtesy an' attention if he expects t' git an' hold his patronage. There's too many haughty princesses an' serious faced grouches behind th' counter these days—clerks who consider their jobs as hells only temporary—girls who expect t' marry an' young men who hope t' drop in t' somethin' better. As a result it's gettin' t' be an ordeal instead of a pleasure t' shop. A clerk who feels above his position will not warm up at th' sock counter, an' th' powdered doll who is countin' th' days till June is rarely interested in her customers. A feller feels like he wuz buttin' in when he approaches a counter. Sometimes he has t' interrupt a conversation like this: "Honestly, kid, he's only twenty-one an' towers 'way above me," or "You wait on that ole hen, Mame, she makes me sick." Lots o' folks don't like t' go in a store for fear they'll disturb th' clerks, or buy somethin' they don't want jest t' keep from gettin' th' ill will. It takes an iron constitution t' withstand th' witherin' look a clerk gives you when you say, "I believe I will look around a little more an' see if I can't find somethin' that suits me better." How often we stutter an' pull ourselves together an' say, "Just lay it aside till I come in agin." We wish t' buy but

we're lyin' t' git away from a stupid an' indifferent clerk. If there's anything worse than a lazy preoccupied clerk it's th' frosh persistent clerk who knows your wants better than yourself—th' positive, overzealous clerk who destroys whatever inclination t' buy we may have had when he started t' wait on us.

People are all alike when it comes t' payin' out money. They like t' feel that their patronage is appreciated an' that some effort has been made t' please them. Poor people, who make up th' great army o' cash customers an' without whose trade it would be impossible t' conduct any kind o' business, are especially responsive t' kindness an' consideration when they dole out their scanty earnings, and they're entitled t' all th' smiles an' accommodations that are so cheerfully extended t' th' impatient an' critical customer who happens t' have a charge account.

We don't mean by all o' this that a clerk should gush an' fall all over us—that he or she should show us what they wear an' ask after th' children an' tell us how swell we look in anything an' do ever-thing but give us a little kiss when we buy somethin'. All that any one kin reasonably ask of a clerk is that they have some knowledge o' their business an' a willin'ness t' wait on us, interspersed with a dash o' good nature an' politeness. Outside of a few public service monopolies an' th' postoffice th' day o' th' cold blooded business transaction is passed. T'day th' smilin' bird gits th' worm.

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Around the Christmas Tree



YOUNG TRENTON MERCHANTS ARE SUCCEEDING WELL

After doing business in Trenton for the past four months, Smith and Mortensen, the new grocery and confectionery merchants, are well satisfied with their growing trade. They are both young men of experience in their business and are working up a wide circle of friends through their

likeable ways.

Mr. Smith is from Salt Lake and Mr. Mortensen is from Ogden. They purchased the business opened up by E. R. Miles. They boast of having the largest confectionery stock in Trenton.

We bespeak for them the success two energetic young men deserve and are confident they will succeed by applying their present methods to their business transactions.

Xmas Special

Hair Cut 35c

Massage 40c

Hair Tonic 15c

Shave 15c

HIGH GRADE TAILORING LINE IN CONNECTION

YOURS FOR SERVICE

Wilson Barber Shop

WELLSVILLE, UTAH.

For your Furniture Needs See

H. J. Houser

Where the most Complete stock of Furniture and Hardware is carried

SECURE FROM US YOUR HOUSE FURNISHINGS. WE CARRY THE BEST

QUALITY ON THE MARKET

West Side Furniture Co.

TRENTON

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UTAH

Up To The Minute Grocery Men

Smith and Mortensen

What We Sell is the BEST. What We Deliver is on the Minute.

—Our Prices are the Lowest—
QUALITY SERVICE

SMITH AND MORTENSEN

TRENTON, UTAH.

B. Y. BENSON & SONS CO. General Merchants

Trenton, Utah

*Trenton's Oldest and most
Reliable Merchants*

Our Christmas Line of Manicuring Sets, Shaving Sets, Stationery, Neck Ties, Handkerchiefs, Toys, Etc., Was Never More Complete.

10 Per Cent on Wool and Cotton Blankets, Mackinaws and Sweater Coats. A Few Ladies and Children's Coats Going At Cost Groceries a Specialty For the Holiday Trade.

B. Y. BENSON & SONS CO.

Trenton, Utah